## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:	)	Mail Stop AF
Michael CURTISS et al.	)	Group Art Unit: 2168
Application No.: 10/662,93	31	Examiner: T. Pardo
Filed: September 16, 2003	)	
For: SYSTEMS AND M FOR IMPROVING RANKING OF NEV ARTICLES	THE )	

## **AFTER FINAL REQUEST FOR RECONSIDERATION**

U.S. Patent and Trademark Office Customer Window, Mail Stop AF Randolph Building 401 Dulany Street Alexandria, VA 22314

Sir:

In response to the final Office Action, dated September 5, 2007, Applicants request reconsideration of the outstanding rejections in view of the remarks below.

Remarks begin on page 2 of this paper.